

Web Managers Forum Call



Flickr: Who We Are

Worldwide we are:

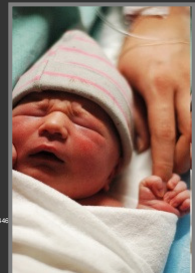
- 76 million monthly unique visitors
- Over 36 million registered members
- Approx. 3 million photos/videos uploaded daily
- More than 110 million geo-tagged photos
- Over 3.4 billion photos/videos total



Obama tears: <http://www.flickr.com/photos/7877337@N00/3007788126/>



Marine Drive, Mumbai: <http://www.flickr.com/photos/Teashuttering/146...>



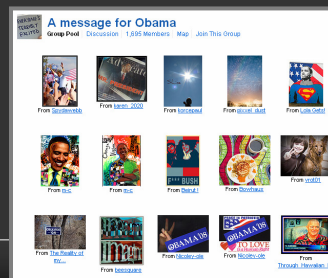
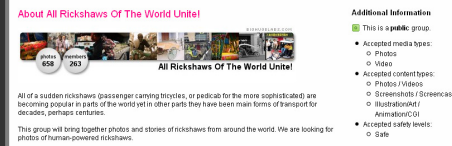
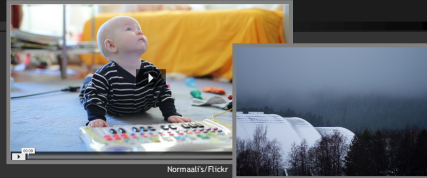
<http://www.flickr.com/photos/wiedmaier/3009602474/>

[In the past year, visitors to Flickr have increased 81%]

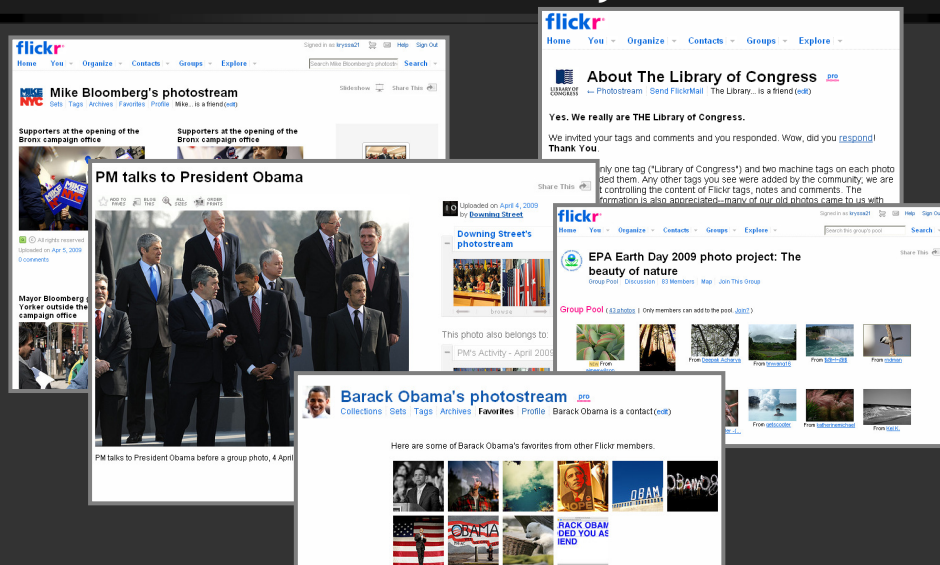


Flickr: What We Value

- Personal Expression - share content that you have created with the people who matter most
- Community - connect with others based on your interests
- Making a Difference - send a message, highlight an event... options are endless



Flickr & Government Today



Getting to Know Flickr

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Flickr Homepage

The screenshot shows the Flickr homepage for user 'Moyo kakul!'. The 'Your Photostream' section is highlighted with a pink box. It displays a list of recent uploads, including photos and videos, with details like the number of views and the time since upload. Other sections visible include 'Your Friends and Family', 'Your Groups', and 'Explore / Interesting in the last 7 days'.

The screenshot shows the 'Stats for: Your account' page. It includes several data visualizations and tables:

- Daily aggregate views on your account:** A line graph showing daily views over a 30-day period. A callout indicates '131 total views 3 comments 2 favorites'.
- View counts:** A table comparing views for 'Photos and Videos', 'Photostream', and 'Sets' for 'So far today', 'Yesterday', and 'All time'.
- Your most viewed photos and videos:** A table listing top-performing content.
- Referrers:** A table showing the sources of traffic to the account.
- Breakdown of your photos and videos (.com):** A table showing the distribution of content across different categories.

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Flickr Profile & Account Settings

About The Library of Congress

Yes, We really are THE Library of Congress.

Thank You

We placed only one tag ("Library of Congress") and two machine tags on each photo when we loaded them. Any other tags you see were added by the community. We are generally not controlling the content of those tags, notes and comments. The identifying information is also appreciated--many of our old photos came to us with very little information.

For more details on what we are doing, [Eda](#) are available and we are updating them as we learn more from our staff.

What is the Library of Congress?

We serve as the national library for the United States, based in Washington, DC. With more than 142 million items preserved on some 650 miles of bookshelves, we're also the world's largest library.

In addition to books, we have photos, maps, databases, movies, sound recordings, sheet music, manuscripts, and information in many other formats. Millions of items are online, and the full array of collections is available in DC, right across from the U.S. Capitol building.

What are photographs doing in a library?

We've been acquiring photos since the mid-1950s when photography was the not new technology. Because images represent the past and the world as it was, people have long enjoyed exploring our visual collections. Looking at pictures opens new windows to understanding both the past and the present. Family photos are often incorporated in books, TV shows, homework assignments, scholarly articles, family histories, and much more.

The Prints & Photographs Division takes care of 14 million of the Library's pictures and features more than 1 million through online catalogs. Offering historical photo collections through Flickr is a welcome opportunity to share some of our most popular images with you.

To learn more about us ...

Read our blog

Follow us on Twitter

Explore the Library's Web site

Visit the Prints & Photographs Division

Check out the [Eda](#) for the Flickr pilot project ...

The Library of Congress' contacts

The Library of Congress' public groups

[Library of Congress](#)
[Library of Congress](#)

Your account

Your account has been reviewed as **safe** by Flickr staff. [What does that mean?](#)

You have a Flickr [Pro Account](#). It expires on **2nd October, 2009**. [Click to extend it.](#)

[Personal Information](#)
[Privacy & Permissions](#)
[Email](#)
[Extending Flickr](#)

Global settings

Who can download your stuff	Anyone	edit
Who can share your photos or video?	Any Flickr member	edit
Who can print your photos	Your friends and family	edit
Who can blog your stuff	Any Flickr member	edit
Hide your EXIF data	No	edit
Hide your stuff from public searches	No	edit
Hide your profile from public searches	No	edit
Who can see what on your profile	<ul style="list-style-type: none"> Email address: Your friends and family IM names: Your friends and family (1/0) Real name: Your friends and family Current city: Your friends and family (1/0) 	edit
Make your photos eligible for invitations by Getty Images?	Yes	edit
Share your public photos on Yahoo! Updates	Yes	edit

Defaults for new uploads

Who will be able to see, comment on, or add notes	<ul style="list-style-type: none"> View: Your friends and family Comment on: Any Flickr user Add notes and tags: Your contacts 	edit
---	---	----------------------

Flickr Mail

Signed in as [kryssa21](#) (1 new) [Help](#) [Sign Out](#)

[Home](#)
[You](#)
[Organize](#)
[Contacts](#)
[Groups](#)
[Explore](#)

[Search](#)

- Flickr Mail is one of the key ways to engage with the Flickr community - and how they'll engage with you
- Invitations to connect with other members, add images to different Flickr Groups and other conversations will happen through Flickr Mail
- A few considerations:
 - Who will monitor Flickr Mail?
 - Will you accept Group invitations?

Photo Details

20081104_Chicago_IL_ElectionNight1258

Updated on November 4, 2008
by Barack Obama

Share This

63,665 comments

This photo also belongs to:

- Election Night, 11-04-08 (Set)

82 items

Tags

- Chicago
- IL
- Obama
- routetam

Additional Information

- Some rights reserved
- Anyone can see this photo
- Taken with a Canon EOS 4D.
- More properties
- Taken on November 4, 2008
- 1,222 people had this photo as a favorite
- Viewed 246,424 times

Flag this photo

Comments

< Prev | 1 | 2 | Next >

(1789 comments)

SylvainBlanc says:
Wonderful shot, it expresses so many hopes! Congrats Monsieur Obama!
Posted 6 months ago ([permalink](#))

muhane says:
A great photo from a historic night. A historic photo from a great night. I am so happy.
Thank you so much for all of these wonderful photos through the campaign/election.
Posted 6 months ago ([permalink](#))

Stefano Arcinieg says:
He's our hope...
Posted 5 months ago ([permalink](#))

Share This

Share this photo

Enter email addresses or a contacts screen name:

Add a message?

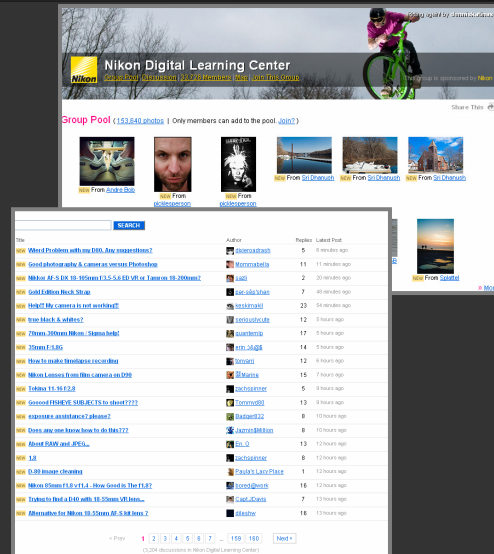
SEND Cancel

- Grab the link
- Grab the HTML
- Blog It

Video on Flickr

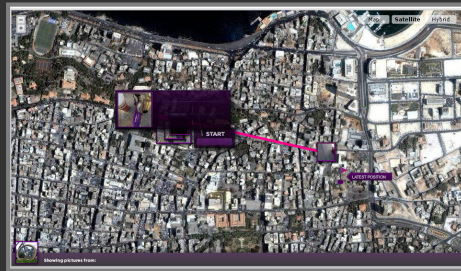
Groups

- Hundreds of thousands of groups exist on Flickr, covering virtually every topic area
- Great way to engage with constituents and build community
- Three kinds of groups:
 - » Public: anyone can join
 - » Public: invite only
 - » Private*



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Tagging & Geo-tagging



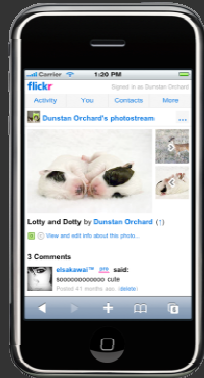
Geo-tagging

Tag cloud



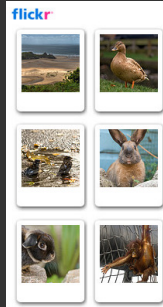
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Mobile & The Rest of the Web



facebook.

myspace.com
a place for friends



- Vast, and growing ecosystems of partners integrated with Flickr
 - » Apple, MSFT, Nokia, Facebook, Mapquest, and more
- Openness is a fundamental part of Flickr
 - » Massive adoption of our API from developer community (#2 API on the Web)

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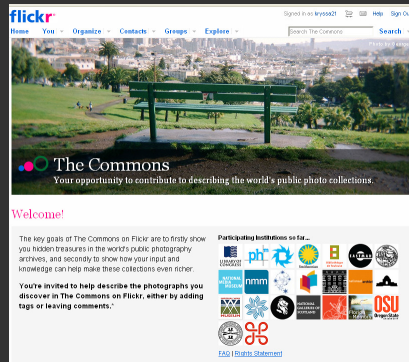


The Commons & Library of Congress

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The Commons



- Initiated in January 2008, with the Library of Congress as our pilot partner
- Key goals are to share historic imagery with the world and gain knowledge to enrich photographic history
- Grown to 23 members, with more joining every week

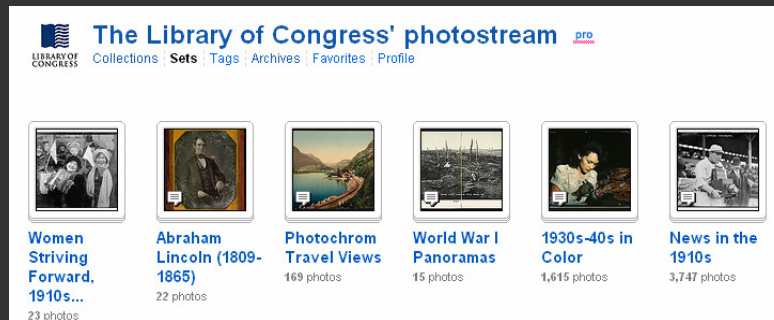
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Library of Congress - Project Goals

1. Share photographs from the Library's collections with people who enjoy images but might not visit the Library's own Web site
2. Obtain a better understanding of how social tagging and community input could benefit both the Library and users of the collections
3. Gain experience participating in Web communities that are interested in the kinds of materials in the Library's collections

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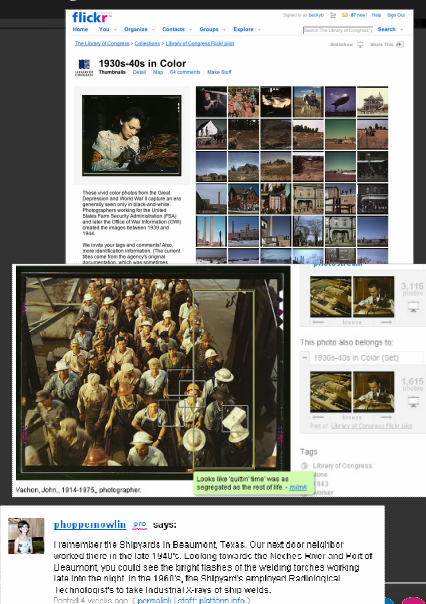
Library of Congress - Photostream



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Library of Congress - Project Successes

- Warm reception for old photos:
 - » 16 million pageviews
 - » Average of 800,000 pageviews/month
 - » 12,000+ comments
 - » 17,500 unique tags
 - » 59,000 favorites



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Getting Started



Being a Good Community Member

- Yahoo! Terms of Service
- Flickr Community Guidelines
- Number of accounts per agency
- Number of users per account
- Licensing
- Copyright infringement



Tips for Building Community on Flickr

- Don't just listen, engage
- Add metadata to your images to make them more discoverable
 - » Tags, geo-tags, titles, etc.
- Add images to groups or create groups of your own
- Upload images on a regular basis
- Don't be spammy



What To Do Next

- Determine whether a basic or Pro account is best for your organization
- Designate account manager(s)
- Create your profile (icon, account name, etc.)
- Determine account settings (comments, tags - on/off)
- Start uploading!



Reporting Abuse

flickr

Signed in as kryssa21 (1 new) Help Sign Out

Home You Organize Contacts Groups Explore Search

Report Abuse

What would you like to report?

Please Select a Category

Activity Around You In Your Groups From your friends Bookmark on Delicious

You Your Photostream Organize Upload Your Account Do More, Order Prints

Explore Places Last 7 Days This Month Popular Tags The Commons Creative Commons Search

Help Community Guidelines The Help Forum FAQ Tools Sitemap Help by Email

Flickr Blog About Flickr Terms of Service Your Privacy Copyright Policy Report Abuse

Y! company

Flag this photo Cancel

☐ Please review this photo's safety level

☒ This is a photo

☐ This is a screenshot

☐ This is an illustration

SAVE Need help?

Questions?

FAQ - www.flickr.com/help/faq/

Community Guidelines - www.flickr.com/guidelines.gne

Help Forum - www.flickr.com/help/forum/en-us/

Help by Email - www.flickr.com/help/contact/

Resources: Library of Congress Flickr Pilot

Library of Congress Flickr Account:

http://flickr.com/photos/library_of_congress/

Pilot Project FAQs:

http://www.loc.gov/rr/print/flickr_pilot_faq.html

“For the Common Good: The Library of Congress Flickr Pilot Project” (Report of the Project Team)

http://www.loc.gov/rr/print/flickr_report_final.pdf

Flickr Commons:

<http://www.flickr.com/commons>

